

Hot and Cold Cereal - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Trended types of cereal consumed
- Usage occasions and associations with specific cereal types
- Attitudes toward cereal
- Indicators of healthier cereal
- Interest in cereal packaging, formats, flavors and ingredients

With double-digit increases in consumer's reported cereal consumption, it is clear that cereal's convenience is resonating with consumers as an affordable at-home food solution. Inflated costs of cereal ingredients have been passed on to consumers at the store, but cereal remains an accessible comfort, especially for those struggling financially. Value options shine, as private label posts the greatest growth year over year for both the hot and cold cereal segments.

Throughout volatile times, the simplicity of hot and cold cereal has lent itself to a convenient food solution, and for the majority, a comfort food. Traditional products and occasions are key for the market. However, generational shifts suggest that innovation should support occasions outside of breakfast and that these products will be key for future growth.

BFY innovation is certainly one approach. Younger generations have expectations for healthy cereal that stray from traditional BFY cereal claims, such as high fiber and low sugar. Brands may need to pivot their marketing to use current buzzwords, like gut health, to make "old" news (like fiber) new again. Alternatively, a space for indulgence remains. Helping consumers remember that cereal can be a sweet snack makes indulgent cereal applicable all day.



"Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflation's strong influence on price. Cereal's future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them."

– Kelsey Olsen, Food and Drink Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top Takeaways**
- **Consumer trends**
- **Think outside the box for younger generations**
Figure 1: Cereal usage occasions – NET, by gender, 2023
- **Room to grow with both large and small households**
Figure 2: Consumption of specific cereals, by household size, 2023
- **Keep cereal comfortably affordable**
Figure 3: attitudes towards cereal, by financial situation, 2023
- **Competitive strategies**
- **Balance taste and health with BFY indulgence**
Figure 4: BFY indulgent cereals, 2023
- **The easiest meal of the day**
Figure 5: cereal cups, 2023
- **Pour a bowl of nostalgia**
Figure 6: Nostalgic cereal flavors, 2023
- **Market predictions**
Figure 7: Total US sales and fan chart forecast of hot and cold cereal market, at current prices, 2018–28
Figure 8: Category outlook for hot and cold cereal, 2023–28
- **Opportunities**
- **Functionality can foster growth**
Figure 9: Interest in cereal packaging/format concepts, 2023
- **Move into less traditional occasions with highlight on comfort and value**
Figure 10: Associations with specific cereal types, by financial situation, 2023
- **Evolve alongside shifting BFY interests**
Figure 11: Indicators of healthier cereal, by generation, 2023
- **Create intentional flavor experiences**
Figure 12: Interest in cereal flavors/ingredients, 2023

MARKET SIZE AND FORECAST

- **Inflated prices will continue to pour into cereal market's growth**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Total US sales and fan chart forecast of hot and cold cereal market, at current prices, 2018-28

Figure 14: Total US sales and forecast of market, at current prices, 2018-28

- **Hot and cold cereal sales and forecast, at inflation adjusted prices**

Figure 15: Total US sales and forecast of market, at inflation adjusted prices, 2018-28

Figure 16: Growth of multi-outlet dollar sales and volume sales of cold cereal and hot cereal, 2018-23

SEGMENT PERFORMANCE

- **Value and health hit the hot spot; cold cereal driven by diversification**

Figure 17: Sales of hot and cold cereal market, by segment, 2023

- **Other retailers continue to close the gap with supermarkets**

Figure 18: Total US retail sales of hot and cold cereal, by channel, at current prices, 2018-23

MARKET DRIVERS

- **The most important meal of the day has gotten more expensive**

Figure 19: Changes in Consumer Price Indexes, food, 2020 through 2023

- **Positioning beyond sugar content may resonate with younger generations**

Figure 20: Food and drink nutrition criteria, 2023

- **Nevertheless, continue to prove cereal's accessibility**

Figure 21: Consumption of specific cereals, by generation, 2023

MARKET SHARE/KEY PLAYERS

- **Amplified prices aid growth of market leaders, Private label resonates**

Figure 22: Multi-outlet sales of hot and cold cereal, by leading companies, rolling 52 weeks 2022 and 2023

- **Value tied to leaders of cold cereal growth**

Figure 23: Multi-outlet sales of cold cereal, by leading companies and brands, rolling 52 weeks 2022 and 2023

- **Hot cereal has varied opportunities for growth**

Figure 24: Multi-outlet sales of hot cereal, by leading companies and brands, rolling 52 weeks 2022 and 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **There's indulgence...**
Figure 25: Indulgent cereal flavors, 2023
- **...And then there's BFY Indulgence**
Figure 26: BFY Indulgent cereal products, 2023
- **BFY brands take a less traditional approach to 'better'**
Figure 27: BFY Cereal products, 2023
- **One-stop-shop cereal cups**
Figure 28: Dry Milk On the Go cereal cups, 2023
- **From the inside out: Cereal sneaks into snacks**
Figure 29: Cinnamon Toast cross category collaborations, 2023-2023
- **From the outside in: Nostalgic crosses bring unexpected pairings**
Figure 30: Nostalgic cereal brand collaborations, 2023

THE HOT AND COLD CEREAL CONSUMER – FAST FACTS

- **Present the positives, whether healthy or indulgent**
- **Break into more occasions with strategic positioning**
- **Encourage exploration with function and fun**

TRENDED TYPES OF CEREAL CONSUMED

- **Create a comforting and convenient experience**
Figure 31: Trended consumption of specific cereals, 2022-2023
- **Start collaborating with younger shoppers**
Figure 32: Consumption of specific cereals, by generation, 2023
- **Double down on convenience for all**
Figure 33: Consumption of specific cereals, by household size, 2023

USAGE AND OCCASIONS BY SPECIFIC CEREAL TYPES

- **Move beyond morning occasions**
Figure 34: Usage and occasions by specific cereal types, 2023
- **Younger consumers need versatility**
Figure 35: Cereal usage occasions – NET, by gender, 2023
- **Larger household size warrants greater opportunity for occasions**
Figure 36: Cereal usage occasions – NET, by household size, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

ASSOCIATIONS WITH SPECIFIC CEREAL TYPES

- **Sweet cereals fill the soul, but other cereals must fill bellies**
Figure 37: Associations with specific cereal types, 2023
- **Craft cereal messaging for generations**
Figure 38: Associations with specific cereal types, by generation, 2023
- **Engage snackers with value**
Figure 39: Associations with specific cereal types, by financial situation, 2023

ATTITUDES TOWARDS CEREAL

- **Comfort in tradition, comfort in nutrition**
Figure 40: attitudes towards cereal, 2023
- **Do sweat the small stuff**
Figure 41: attitudes towards cereal, by generation, 2023
- **Be there for a variety of cravings at an accessible price point**
Figure 42: attitudes towards cereal, by financial situation, 2023

INDICATORS OF HEALTHIER CEREAL

- **BFY isn't enough to carry formats**
Figure 43: Indicators of healthier cereal, 2023
- **Reformulate BFY messaging relevant to generations**
Figure 44: Indicators of healthier cereal, by generation, 2023
- **Work around higher BFY price points with household-friendly solutions**
Figure 45: Indicators of healthier cereal, by household size, 2023

INTEREST IN CEREAL PACKAGING AND FORMAT CONCEPTS

- **Help consumers maximize the boxes in the pantry**
Figure 46: Interest in cereal packaging/format concepts, 2023
- **Unbox more occasions with an attention to the packaging experience**
Figure 47: Interest in cereal packaging/format concepts, by generation, 2023
- **One package of cereal can wear many hats**
Figure 48: Interest in cereal packaging/format concepts, by household size, 2023
- **Pack in added value**
Figure 49: Interest in cereal packaging/format concepts, by financial situation, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

INTEREST IN CEREAL FLAVORS AND INGREDIENTS

- **Formulate a sweet escape**
Figure 50: Interest in cereal flavors/ingredients, 2023
- **Do more for Millennials**
Figure 51: Interest in cereal flavors/ingredients, by generation, 2023
- **Unlock flavor potential for all (household) sizes**
Figure 52: Interest in cereal flavors/ingredients, by household size, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 53: Total US retail sales and forecast of hot and cold cereal, by segment, at current prices, 2018–28
Figure 54: Total US retail sales and forecast of hot and cold cereal, at inflation-adjusted prices, 2018–28
Figure 55: Total US retail sales and forecast of cold cereal, at inflation-adjusted prices, 2018–28
Figure 56: Total US retail sales and forecast of hot cereal, at inflation-adjusted prices, 2018–28

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.